

ABSTRACT OF THE DISCLOSURE

The present invention allows a type of printing medium, which is applicable to a type of printing material used for printing an image and yields favorable printing results, to be selected as the type of printing medium, on which the image is to be printed, when the image is to be printed by selectively using a plurality of types of printing materials. To accomplish this function, in one preferred mode, the result of discriminating the type of printing material used for printing is collated with information on an applicability relation between the type of printing material and the type of printing medium.